

BULLDOZER FROLIC BALLYHOOS PARK

Rented Subway Train and
Helicopter Also Help Fete
Proposed Bronx Center

By GAY TALESE

Out of a cloud of dust and thundering hoofbeats in the Bronx yesterday rode two cowboys, four showgirls, a bulldozer ballet and a posse of press agents—all hired to publicize what they called the "greatest outdoor entertainment center in the history of man."

They sought to call attention to a vast wasteland in the north-eastern section of the Bronx, where, the press agents said, a \$65,000,000 outdoor family entertainment center would be completed by next July 1. It will be called Freedomland, U. S. A.

Little was spared in the way of money, gimmicks or girls to drum up enthusiasm yesterday during the ground-breaking ceremony for Freedomland. Bands played. Speeches were made. And fifty bulldozers did a ponderous ballet in the dust.

A helicopter was hired for \$350 to give photographers an aerial view. A four-car subway train was borrowed for \$175 to give official guests an express ride to the spot.

The entertainment and outdoor buffet luncheon cost

\$10,000. Under the large green-and-white tent, the caterers had prepared seventy gallons of lemonade, 150 loaves of French bread, sixty pounds of ham and eight turkeys.

But, not counting the publicists and official backers, only nineteen spectators sat in the grandstand listening to the speeches. Six were Brooklyn Girl Scouts. Seven were Bronx Boy Scouts. When asked why they had come, the Boy Scout troop leader said: "Our Scoutmaster sent us."

The Indians, cowboys, pirates, showgirls and coonskin-capped frontiersmen were actors hired to represent facets of American history.

The show began at 10 A. M., but was disrupted a half-hour later when the helicopter with four photographers landed and stirred up a storm of dust and dirt.

This caused the honored guests and Scouts to flee from their grandstand seats. The dust swept into the buffet, and down into the instruments of the sixty-piece Department of Sanitation band.

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